



USE CASE

Custom Market Research: Predicting P&T Perception of a New Product



Overview

A pharmaceutical manufacturer wanted to predict how a P&T committee would react to their product for wet age-related macular degeneration. The manufacturer wanted to:

- ✓ Understand perceptions of available clinical data for the product.
- ✓ Evaluate potential pricing scenarios for the product by a P&T committee at a large, national, multi-state health plan with commercial, Medicare, and Medicaid covered lives



CHALLENGE

The manufacturer needed to find how their product would be assessed during the clinical and financial review portions of a P&T session.



SOLUTION

The company partnered with MMIT to assess P&T session outcomes. MMIT conducted a one-time research project simulating a P&T committee with 15 advisors to get insights about formulary inclusion of the new product.



OUTCOME

MMIT's research showed that the clinical data for the product was well received by the P&T committee advisors. Based on the financial review of the therapeutic area, the contracting pharmacist recommended adding the product to the formulary. After thorough evaluation of the clinical and financial components of the product, the committee ultimately voted to add it to the formulary at all price points tested.

MMIT's custom market research delivers fully comprehensive strategic reports, including executive summaries, insights, conclusions, and recommendations.

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